

KRBE LOCALISM INITIATIVES
October 21, 2004

KRBE provides superior programming and community support to listeners in the Houston area. The format of the station is contemporary hit music and KRBE strives to inform listeners about activities of interest.

Local News

- KRBE has live local programming 24 hours a day, seven days a week.
- 15 local newscasts per week. These are written and produced at the station and feature issues of local interest.
- 25 weather reports per week
- 100 traffic reports per week
- Website has daily news plus links to traffic and weather reports

Local Public Affairs

- "What the People Think" is a one-hour public affairs show produced weekly at the station. It is an interview format that features community leaders, community activities, and local charities.

Creating/Selecting Programming

- The Houston broadcasting stations hold an "Ascertainment" for two days each quarter. KRBE is an active participant. Community leaders and others interested in the well-being of Houston offer their ideas and concerns to local broadcasters.
- We accept and review all emailed suggestions from listeners and test station programming.
- We broadcast live for special events and activities of particular interest to our listeners. Examples include:
 - o Popular music concerts, as well as Earth Day and Jingle Jam, and concerts.
 - o 18 weeks of live broadcasts from Six Flags Astroworld this summer, and from the Galveston beach for five weeks this summer.
 - o 8 weeks live from high school football games
 - o 2 broadcasts from the Astros NLCS playoffs and the Super Bowl which was held in Houston

Emergency Programming

- KRBE is a 24-hour station, programmed locally. We can and do run news events as necessary.
- We preempted regular programming due to flooding from tropical storm Allison. Then we served breakfast and lunch to flooded residents and emergency personnel.
- Regular programming was preempted due to 911. Then we helped raise money for the Red Cross.
- Regular programming was preempted when the Columbia Space Shuttle crashed.
- KRBE participates in local Amber alerts and is an EAS monitoring station. We also have weather updates as required and needed.

Political Programming

- The Morning Show and the public affairs director interview local leaders through the year where local issues are discussed.
- This week, the mayor and governor were on the Morning Show (it is not an election year for those offices). Mayors of surrounding communities have also been on the Morning Show, and political campaigns are covered on the news.

- KRBE runs PSAs to promote voter registration.
- Our website had a link on how to register to vote in Harris, Montgomery, and Ft. Bend counties, and has a link now on polling places for early voting.

Civic, Cultural, and Community-Responsive Programming

- KRBE has a target audience of Women, especially Women 18-34. As a result, we target women's issues whenever possible. Our Morning Show has participated in Pink Ribbon Pals as part of the effort to cure breast cancer.
- We give station IDs in "Spanglish" (Spanish/English combination).
- Station vehicles and personnel drive in the LULAC parade and Gay & Lesbian Pride parade.
- The station co-sponsored Mowdown Houston to clean vacant lots in distressed areas.
- Latin artists Thalia, Enrique, and Paulina Rubio have been featured at station events.
- KRBE airs 35 PSAs per week. Those producing especially effective results include:
 - o Pearland Band Car Auction
 - o KPRC TV blood drive
 - o Turkey Trot fun run
 - o Habitat for Humanity
 - o Insure-a-Kid
 - o Children's Fest/Child Advocates
 - o Pride Parade
- To promote good health, the The Duck don't smoke campaign was featured in our broadcasts from Astroworld. We also featured a campaign for Nickelodeon and the CDC to keep kids healthy.
- KRBE supports schools and youth in a number of outreach efforts including:
 - o High School of the Week
 - o High school and college internships
 - o Emma Bowen Scholarship recipients
 - o Job fairs at colleges and in the community

- KRBE has participated in many other important community events including:
 - o Fireman's calendar and events, and on-air discussion
 - o Houston Marathan
 - o Houston Texans football curbsides
 - o Rodeo Fun Run
 - o Astros baseball curbsides
 - o Bayou City Fun Run

Music

- KRBE plays many types of contemporary hit music. Styles include pop, hip hop, alternative, dance, Latin pop, and R&B.
- We support local talent including Destiny's Child and Hillary Duff.
- We showcase local and emerging talent in Studio 104 and on the Budstage at Earth Day.
- We nurture local talent thorough Project Pop Star and Houston Idol competitions.

Station Participation in Community events thus far in 2004 alone

- Texas Children's Hospital Fun Run
- Houston Marathon
- Ikea Health and Safety Fair

- Houston Area College Consortium Career Fair
- University of Houston Bauer College Career Fair
- Rodeo Run and Parade
- Houston Hispanic Forum Career and Education Day
- Lee College Spring Fair
- Sam Houston Statue University RTV Leadership Conference
- Bayou Classic Fun Run
- Stafford Children's Festival
- All About Seniors Health Fair
- Space Race
- The Better Business Bureau Education Foundation Scam Jam
- Houston Eye Associates 19th Annual Lookin' Good Fun Run
- Nickelodeon and Center for Disease Control's Festival in the Park
- American Cancer Society Day
- Eeyore's Fun Run
- Houston Mow Down
- Houston's Children's Festival
- Rustic Oaks Elementary Spring Fair
- 104 KRBE Easter Egg Hunt
- Houston Texans Running of the Bulls
- March of Dimes "Walk America"
- University of Houston Awards Banquet
- Pearland Band Car Show
- LULAC Cinco De Mayo Parade
- On the Run 5K
- Shiner Bike Bash
- State Farm Car Seat Check
- Children's Defense Fund
- Webster Bicycle Duathlon
- Marni Rose Fun Run
- Sam's Salute to the Troops
- 104 KRBE Earth Day Festival
- Single Parents Day
- Houston Gay and Lesbian Pride Parade
- Nick Van Exel Charity Event
- Galveston Beach Festival
- KPRC TV Summer Blood Drive
- Camp Periwinkle
- March of Dimes Jail and Bail
- University of Houston Luau
- University of Houston Duck Race
- Texan's Taste of Victory
- Bayou City Live
- Houston Partnership Walk
- Spring Branch Diversity Parade
- Houston Advertising Federation Gala
- Houston Media Classic Golf Tournament
- Dragon Boat Races
- Local area high school football games and pep rallies

KRBE promotes special causes on its own initiative.

- Earth Day is a celebration of the good earth and spotlights environmental issues as well as donating money to environmental groups that participate in it.
- Share the Warmth is an opportunity to donate coats for the needy at the Star of Hope.
- Stuff a Bus is an opportunity to donate food to the Houston Food Bank.

The KRBE website features many Public Service Announcements for area organizations.